

## IN THE CLAIMS

Please change the claims to read as shown below on pages 2 through 9. A marked up version of the prior versions of claims is shown on pages 10 through 18.

### Change to:

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1. (amended) An operation integration method, comprising  
integrating organization related data in accordance with a common schema;  
creating a market value matrix package using at least a portion of said data; and  
making the at least part of the package information available to other systems via an  
operating system to support organization processing.
  2. (amended) The method of claim 1 where the operating system is a network operating  
system, portal, hardware operating system, middleware application or web services  
environment.
  3. (amended) The method of claim 2 that further comprises making the package  
information available using one or more operating system layers, one or more web  
services or combinations thereof.
  4. (amended) The method of claim 1 that further comprises:  
dividing the market value matrix package into one or more frames, and  
making each of one or more frames available via an operating system.
  5. (amended) The method of claim 4 where the frames include one or more partner  
frames, one or more vendor frames, one or more internal user frames and combinations  
thereof.
  6. (amended) The method of claim 1 where the value matrix package contains  
information from the group consisting of the market value matrix, efficient frontier,  
liquidity status, element statistics, supply chain status, customer order status,  
development status and combinations thereof.

7. (previously amended) The method of claim 6 where the where one axis of the market value matrix is defined by the segments of value present in the organization and the other axis is defined by the elements of value, external factors and risks that are causal to changes in organization financial performance.

8. (amended) The method of claim 7 where the segments of value are selected from the group consisting of current operation, real options, investments, derivatives, market sentiment and combinations thereof.

9. (amended) The method of claim 7 where the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

10. (amended) The method of claim 7 where external factors are numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

11. (amended) The method of claim 7 where the risks are selected from the group consisting of event risks, factor variability risks, element variability risks, market variability risks, strategic risks and contingent liabilities.

12. (amended) The method of claim 1 where organization related data are obtained from the group consisting of advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable

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systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems, user input, external databases, the Internet and combinations thereof.

13. (amended) The method of claim 1 where an organization is a single product, a group of products, a division, an entire company, a multi company corporation, a value chain or a collaboration.

14. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform an organization optimization method, comprising:

aggregating organization narrow system data in accordance with a common schema;  
creating a market value matrix using at least a portion of the data; and  
making the market value matrix available for use in identifying changes that will optimize one or more aspects of organization financial performance.

15. (amended) The computer readable medium of claim 14 where the common schema is a self descriptive schema that includes xml metadata, a data structure and a data dictionary.

16. (amended) The computer readable medium of claim 15 where the data dictionary defines common attributes from the group consisting of account numbers, components of value, currencies, derived data types, elements of value, external factors, risks, segments of value, time periods, units of measure and combinations thereof.

17. (amended) The computer readable medium of claim 15 where the data structure is the market value matrix for the organization where one axis of the market value matrix is defined by the segments of value present in the organization and the other axis is defined by the elements of value, external factors and risks that are causal to changes in organization financial performance.

18. (amended) The computer readable medium of claim 17 where the segments of value are selected from the group consisting of current operation, real options, investments, derivatives, market sentiment and combinations thereof.

19. (previously amended) The computer readable medium of claim 17 where the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors and vendor relationships.

20. (previously amended) The computer readable medium of claim 17 where external factors are numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

21. (amended) The computer readable medium of claim 17 where the risks are selected from the group consisting of event risks, factor variability risks, element variability risks, market variability risks, strategic risks, contingent liabilities and combinations thereof.

22. (amended) The computer readable medium of claim 14 wherein the narrow systems are advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship

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management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.

23. (amended) The computer readable medium of claim 14 where the data includes historical data, forecast data and combinations thereof.

24. (amended) The computer readable medium of claim 14 where the data includes transaction data, descriptive data, geospatial data, text data, linkage data, derived data and combinations thereof.

25. (amended) The computer readable medium of claim 14 where an organization is a single product, a group of products, a division, an entire company, a multi company corporation or a value chain.

26. (amended) The computer readable medium of claim 14 that further comprises making the package information available via an operating system.

27. (amended) The computer readable medium of claim 26 where the operating system is a network operating system, portal, hardware operating system, middleware application or web services environment.

28. (amended) The computer readable medium of claim 27 that further comprises making the market value matrix available using one or more operating system layers, one or more web services or combinations thereof.

29. (amended) The computer readable medium of claim 14 that further comprises:  
dividing the market value matrix into one or more frames where the frames include one or more partner frames, one or more vendor frames, one or more internal user frames and combinations thereof, and  
making each of one or more frames available via an operating system.

30. (amended) The computer readable medium of claim 14 where the market value matrix identifies the segments of value present in the organization and the elements of value, external factors and risks that are causal to changes in organization financial performance by segment of value.

31. (amended) The computer readable medium of claim 14 where the one or more aspects of financial performance are selected from the group consisting of alliance risk, brand risk, channel risk, content risk, contingent liabilities, customer risk, customer relationship risk, current operation risk, derivative risk, employee risk, employee relationship risk, energy risk, enterprise risk, external factor risk, event risk, fraud risk, information technology risk, intellectual property risk, investment risk, knowledge risk, market sentiment risk, market risk, market volatility, organization risk, partnership risk, process risk, production equipment risk, product risk, real option risk, technology risk, total risk, vendor risk, vendor relationship risk, weather risk, alliance return, brand return, channel return, content return, contingent liabilities, customer return, customer relationship return, current operation return, derivative return, employee return, employee relationship return, enterprise return, external factor return, event return, information technology return, intellectual property return, investment return, knowledge return, market sentiment return, market return, market volatility, organization return, partnership return, process return, production equipment return, product return, real

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option return, technology return, total return, vendor return, vendor relationship return, alliance value, brand value, channel value, content value, contingent liabilities, customer value, customer relationship value, current operation value, derivative value, employee value, employee relationship value, enterprise value, external factor value, event value, information technology value, intellectual property value, investment value, knowledge value, market sentiment value, market value, market volatility, organization value, partnership value, process value, production equipment value, product value, real option value, technology value, vendor value, vendor relationship value and combinations thereof.

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32. (new). A business context layer for a network operating system, portal, hardware operating system or middleware application.

33. (new) The business context layer of claim 32 that quantifies the impact of each element of value, external factor and risk on each of the segments of organization value.

34. (new) The business context layer of claim 33 where the segments of value are selected from the group consisting of current operation, real options, investments, derivatives, market sentiment and combinations thereof.

35. (new) The business context layer of claim 33 where the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors and vendor relationships.

36. (new) The business context layer of claim 33 where external factors are numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

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37. (new) The business context layer of claim 33 where the risks are selected from the group consisting of event risk, factor variability risk, element variability risk, market variability risk, strategic risk and contingent liabilities.

38. (new) The business context layer of claim 33 that includes frames from the group consisting of partner frames, vendor frames, internal user frames and combinations thereof.

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